

GMR MARKETING**MEMORANDUM**

Date: August 30, 1995

To: Claire Person

cc: Maria Medina
Caroline Petty
Charlie Belmore

From: Pam Sturchio

RE: Reach and Survey Numbers

PARLIAMENT PARTY ZONE**Miami Market**

Estimate of Total Reach/Exposure 50,400

Estimate of Total Smoker Surveys 15,120

Urban Market – New York, Boston & Philadelphia

Estimate of Total Reach/Exposure 108,000

Estimate of Total Smoker Surveys 32,400

2040556787